

THE SHADOW OF A SUNSHADE

will help to soften the sizzle of the sultry sun. We've put Parasol prices where a pile of pennies can reach them. A hundred other prices are just as unusually easy to get at.

PARASOLS AT HALF-OR LESS

Never such Parasol selling in the history of this store as in the two months just past. Never such little prices on worthy Parasols. And now, with plenty of blazing days ahead, we take most of the balance of our Parasol stock and make the prices half or less. Black ruffle, bonneted hand Parasols, and cream white Dresden figures, deep ruffle, white enamel hand. Parasols each at \$1; the \$2.50 kind. Red and white, blue and white, black and white check silk Parasols, close roll, Dresden handle, \$1.75; were \$3. Heavy brocade and stripe silk Coaching Parasols, red, brown and tan, \$2.50; the \$5.75 grade. White, pink and tan fine taffeta silk Parasols, Dresden effect, plain border, Dresden handles, \$3.50; were \$8.50. Black gros grain silk Parasols, white, lavender and cerise; embroidered borders, ebony handles, \$3.50; were \$6.50. Heavy brocade fancy stripe and check silk Parasols with best natural handles, \$3.50; from \$7.50 and \$8.50. High class novelty Parasols in heliotrope, pink, light green, red, black-and-white and all black chiffon and lace effects, \$3 and \$7.50; from \$15 and \$19.50.

BROADWAY. FOR INDOORS OR OUT

Women's wear of any kind, and money-layers, every one—as retail prices usually go. Good, strong, heavy muslin Gowns, mother huffed pleated yoke, cambric ruffle around neck, extra large sleeves, \$3c. On sale at 2 P. M.—300 good strong muslin Drawers, deep hem and 5 pleats, some with Hamburg ruffle, 12c. On sale at 3 P. M.—300 women's fine Shirt Waists, laundered collar and cuffs, 25 and 50c; from 50c to \$1.75. On sale at 3 P. M.—300 good strong cambric Corset Covers, high square neck trimmed with neat embroidery, 12c. Second Floor, Broadway. CHOICE BICYCLES, \$60

We've been worried to keep up with the demand. We're worried now. This is only a hint that a fraction of what is in stock. 1895 models, high frame, rat trap or rubber pedals, two styles of handle bars, single tube road tire, Hunt or Gard saddle, the \$100 Wheels of to-day in many stores.

BROADWAY 9th & 10th Sts. FORTY-FOURTH. Successors to A. T. Stewart & Co.

THE FINEST FINE FURNITURE

MUST BE CONSIDERED IN THE FURNISHING OF CITY APARTMENTS. SOME OF OUR CHIFFONNIERS ARE ESPECIALLY ADAPTED, BEING TABLE AND SARDINE CASES, AND OTHERS BEING PARTICULARLY APPROPRIATE FOR THE CHILDREN'S BEING, AND TAKE UP BUT LITTLE SPACE IN A SMALL BEDROOM. QUALITY AND FINISH WITH THE LARGEST FIGURES, AND 12" THICK OAK OR THE MORE POPULAR CUPOLA BIRD OR BIRD'S EYE MAPLE, VARIOUS STYLES AND DESIGNS, TRIMMINGS OF SHINY BRASS.

“BUY OF THE MAKER.” GEO. C. FLINTCO., 45, 46, AND 47 WEST 23D ST., NEAR BROADWAY.

AT “THE POPULAR SHOP” IN THE WALL PAPER DEPARTMENT, economical buyers will find, arranged for easy inspection in sample pattern books, SOME EXCELLENT AMERICAN WALL PAPERS. SUBSTANTIAL REDUCTIONS HAVE BEEN MADE IN THE PRICES OF ALL THE WALL PAPERS. Choice of Papers with Borders, Single Papers, Letter Styles and Fresco Paper Papers. For Expenses on these Papers, 480 ST. WEST AT 5TH AVE.

AMUSEMENTS.

MANHATTAN BEACH. Swept by Ocean Breezes. Sousa's Concert Band. Every afternoon 3:30 P. M. and evening 7:10 P. M. Matinee Saturdays, 2 P. M.

Rice's Burlesquers in "1492". Every evening except Sunday, 9 to 11. Matinee Saturdays, 4 P. M.

Pain's Fireworks. Grand Spectacle, War between Japan and China. Every evening except Sunday and Monday at 12 P. M.

Rice's Circus Carnival. Afternoon and evening, except Sunday, 8:30 P. M. and 1 P. M.

Great Bicycle Track. Professional and Amateur race meet, Saturday, July 27.

Special Trains leave after all performances. See Excursions to H. & G. NORTH.

SEIDL SOCIETY CONCERTS. BRIGHTON, N. Y. SEIDL SOCIETY CONCERTS. GRAND WAGNER FESTIVAL. WEDNESDAY AND THURSDAY, JULY 25 AND 26. MADISON SQUARE ROOF GARDEN. EVERY EVENING 8:15 TO 10:15. GARDEN THEATRE. 15TH STREET. PROCTOR'S THEATRE. 15TH STREET. KOSTER & BIAL'S GARDEN. 15TH STREET.

CANARY & LEBER'S. 15TH STREET. CANNON AND EN'S. 15TH STREET. THE SPHINX. 15TH STREET. A. M. HANCOCK GARDEN. 40th St., near Broadway. MADISON SQUARE ROOF GARDEN. 15TH STREET. TERRACE GARDEN. 15TH STREET. EDEN MUSEE. 15TH STREET. WORLD IN WAX & GRAND CONCERTS.

Excursions. PORT LEE PARK. GRAND ROUND TRIP. LONG BRANCH AND BACK 50c. EDEN MUSEE. 15TH STREET.

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THE JULY CARPET SALE

is breaking all records. Store people are even more surprised than customers. We held the Carpets for delivery whenever you say before Oct. 1. \$1.20 Worsteds at 85c. \$1.25 Axminsters at 85c. \$1.50 Moquettes at 75c. \$1.75 Tapestry Brussels at 45c. Regular 65c all-wool Ingrains at 40c.

SUMMER COTTONS

Every sort that women will care for. Marvels of weaving, marvels of coloring, marvels of economy. Fine imported Mousseline in small neat effects, 35c. Organizes in tinted and white grounds, all new designs, 25c. 3-4 Indigo blue Prints, 6c. Wide Indigo blue Chintzes, new Fall patterns, 12 1/2c.

Fourth Avenue. IN THE WOMEN'S SUIT STORE

Very few left of the imported Dresses and copies of them. Good reason they are \$5 to \$15 instead of \$18 to \$150. For small women percale Dresses, prettily trimmed, sizes 32, 34 and 36, \$3 1/2 less than half.

SHAWLS

Three styles fine heavy Chinchilla Shawls, just the thing for an ocean voyage or a chilly night or morning ashore, \$3.75 to \$7.50; from \$3.50 to \$13.

Second Floor, Broadway. HOUSEKEEPING LINES

Medium weight natural color Grass Linen for dresses and suitings, 36 in. wide, 25, 30, 35c yd., were 35, 40, 45c. Brown Drills, for boys' wear, 25, 30c yd. Fancy Duck Vestings, some that were \$1 a yd., at 50c. Heavy huckaback Towels, hemmed, 18x39 in., at \$1.25 doz., were \$1.80. Good heavy cream Turkish Towels, 22x48, 12-12c; cheap at 10c. All-India, fast edge Irish breakfast Napkins, \$1.25 doz., were \$1.75.

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Excursions. Long Island Railroad's Great Excursion Routes TO THE SEA.

MANHATTAN BEACH. Leave Foot 34th st., E. R. ROUND TRIP, 40 CENTS.

Daily, 5:30, 6:40, 7:40, 8:20, 11:00 A. M., 12:10, 1:10, 2:10, 3:10, 4:10, 5:10, 6:10, 7:10, 8:10, 9:10, 10:10, 11:10. WHITE PLAINS, via Bay Ridge, round trip 50 cents. Hours, from 7:10 A. M. to 10 P. M., and half hourly from 10:10 A. M. to 10 P. M.

ROCKAWAY BEACH. Leave Foot 34th st., E. R. ROUND TRIP, 60 CENTS.

Daily, 5:30, 6:40, 7:40, 8:20, 11:00 A. M., 12:10, 1:10, 2:10, 3:10, 4:10, 5:10, 6:10, 7:10, 8:10, 9:10, 10:10, 11:10. Leave Foot 34th st., E. R. 6:30, 8:20, 9:30, 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30, 5:30, 6:30, 7:30, 8:30, 9:30, 10:30, 11:30.

CONY ISLAND. Culver Route. Round Trip, 25 Cents.

Leave Foot Whitehall at 10:10 A. M. to 11:10 A. M., and half hourly thereafter until 9:10 P. M. From Foot 34th st., E. R. 6:30, 8:20, 9:30, 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30, 5:30, 6:30, 7:30, 8:30, 9:30, 10:30, 11:30.

ROCKAWAY BEACH. Round Trip, 60 Cents.

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FOR LONG BRANCH. Leave Foot 34th st., E. R. ROUND TRIP, 50 CENTS.

Daily, 5:30, 6:40, 7:40, 8:20, 11:00 A. M., 12:10, 1:10, 2:10, 3:10, 4:10, 5:10, 6:10, 7:10, 8:10, 9:10, 10:10, 11:10. Leave Foot 34th st., E. R. 6:30, 8:20, 9:30, 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30, 5:30, 6:30, 7:30, 8:30, 9:30, 10:30, 11:30.

THE WORLD'S PLEASURE GROUNDS: CONEY ISLAND.

A delightful call on our "World's Pleasure Grounds" is a visit to Coney Island. Here you will find the most complete and up-to-date amusements, including the Grand Carousel, the Electric Palace, the Hippodrome, the Casino, and the Grand Hotel. The island is a perfect paradise for all who seek pleasure and relaxation.

ROCKAWAY BEACH. Steamers Gen'l Repub'lc.

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CONEY ISLAND, SEA BEACH ROUTE.

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NORTH BEACH ELECTRIC LIGHTS.

North Beach Electric Lights. Leave Foot 34th st., E. R. 6:30, 8:20, 9:30, 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30, 5:30, 6:30, 7:30, 8:30, 9:30, 10:30, 11:30. Leave Foot 34th st., E. R. 6:30, 8:20, 9:30, 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30, 5:30, 6:30, 7:30, 8:30, 9:30, 10:30, 11:30.

ROUND TRIP REDUCED TO 25 CENTS.

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Summer Resorts. NEW YORK.

GRAND ROCKLAND HOTEL. CONGERS, ROCKLAND CO., N. Y. Nearest mountain resort to New York. Panoramic lake and river views. Fine dining. Minutes by West Shore Railroad from West and East 9th St. Electric service. Bathing, tennis, etc. \$12, \$15, and \$18.

HOUSE NOW OPEN. KAATERSKILL MOUNTAIN. HOTEL KAATERSKILL.

SEASON OF 1895 NOW OPEN. For circulars, terms, etc., address KAATERSKILL P. O., GREENE CO., N. Y. KAATERSKILL P. O., GREENE CO., N. Y.

THE ELMER. CORNWALLS, HUDSON, N. Y.

"HOTEL WOODLANDS." Only 40 min. from N. Y. charming location, near lake, bathing, fishing, excellent table. Write for circulars. W. H. HUBBARD, Monticello, N. Y.

LONG ISLAND. LONG BEACH.

On the Atlantic, forty-five minutes from New York via Long Island Railroad; a strictly first-class hotel at reasonable rates; special terms by the week. Address or telegraph.

MANHANSSET. THOMAS H. RUSSELL.

THE FINEST HOTEL ON THE ATLANTIC COAST. A FAVORITE FAMILY RESORT. (Within 10 minutes walk of Manhattan Beach.)

MANHATTAN BEACH. Swept by Ocean Breezes.

ORIENTAL HOTEL. The finest hotel on the Atlantic Coast.

A FAVORITE FAMILY RESORT. (Within 10 minutes walk of Manhattan Beach.)

UNITED STATES HOTEL. SARATOGA SPRINGS.

SEASON OF 1895. Open from June 20 to October 1. TOMPKINS, GAGE & PERRY.

HOTEL THE AMERICAN. SARATOGA SPRINGS, N. Y.

ONE OF THE BEST LOCATED HOTELS IN SARATOGA, N. Y. TERMS, \$2.50 PER DAY AND UPWARD.

SHARON SPRINGS, N. Y. PAVILION HOTEL Open June 15.

European Application of Sulphur Water. For Rheumatism, Catarrh, Skin Diseases, etc.

WOODPORT HOUSE, Lake Hopatcong, N. J.

Accommodates 150. Fifty miles from New York. Terms, \$2.00 per day and upward.

SOUND VIEW HOUSE, GREENPORT, L. I.

Open June 15. 400 feet from the water. Bathing, fishing, and boating. Terms, \$2.00 per day.

BOOTH HOUSE, GREENPORT, L. I.

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SARATOGA SPRINGS, N. Y. QUEEN OF HEALTH RESORTS! THE LARGEST AND MOST ELEGANT HOTELS IN THE WORLD! UNRIVALLED MINERAL WATERS! LUXURIOUS BATHS, PLAIN OR MINERAL!

GRAND UNION HOTEL. Saratoga Springs.

For illustrated pamphlet address WOOLLEY & GERMANS, Proprietors.

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